

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
William Davis, MD, SC		04/16/2013	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Wheat Belly Ventures LLC		
Street Address:	180 Central Avenue		
City:	New Providence		
State/Country:	NEW JERSEY		
Postal Code:	07974		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85890299	WHEAT BELLY	
Serial Number:	85890308	WHEAT BELLY	
CORRESPONDENCE DATA			
Fax Number:	2023314308		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	202.293.7060		
Email:	vmullineaux@sughrue.com, tm@sughrue.com		
Correspondent Name:	Kevin G. Smith/Sughrue Mion, PLLC		
Address Line 1:	2100 Pennsylvania Avenue, NW,		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	801390		
NAME OF SUBMITTER:	Kevin G. Smith		
Signature:	/Kevin G. Smith/		

TRADEMARK

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Date:

04/26/2013

Total Attachments: 2

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ASSIGNMENT

WHEREAS, William Davis, MD, SC, a corporation of Wisconsin, with a business address of 2600 N Mayfair Rd., Suite 950, Wauwatosa, Wisconsin 53226, has caused to be filed two intent to use applications for the mark WHEAT BELLY, evidencing a bona fide intent to adopt and use the mark in commerce in association with fruit, or nut-based snack/meal bars, in International Class 29; and ready-to-eat baked goods, namely, cookies and crackers; breakfast cereals; cereal-based snack foods; processed cereals, ready-to-eat cereals; and ready-to-eat cereal-derived food bars; mixes for making baking batters; mixes for bakery goods; natural sweeteners; hot sauce, in International Class 30, which application has been assigned Serial No. 85/890,299; and for providing a website featuring on-line courses of instruction in the fields of health, nutrition and weight loss; conducting seminars and workshops in the fields of health, nutrition and weight loss; providing on-line videos in the fields of health, nutrition and weight loss; providing on-line newsletters in the field of health, nutrition and weight loss; on-line electronic newsletter delivered by email in the field of health, nutrition and weight loss; subscription based e-newsletters, in International Class 41, which application has been assigned Serial No. 85/890,308. An Allegation of Use has not yet been submitted to the U.S. Trademark Office for either of the above identified applications; and

WHEREAS, William Davis, MD, SC, has entered into an Agreement with Wheat Belly Ventures LLC, which entity is developing markets, products and services in conjunction with William Davis, MD, SC, under the WHEAT BELLY trademark; and

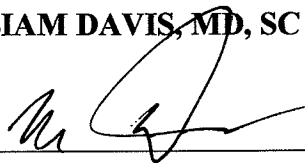
WHEREAS, William Davis, MD, SC, is assigning the WHEAT BELLY trademark in the above identified applications as part of that portion of the business to which the WHEAT BELLY mark in association with the goods and services set forth in the above identified applications pertain;

WHEREAS, Wheat Belly Ventures LLC, a Delaware limited liability company, with a business address of 180 Central Avenue, New Providence, New Jersey 07974, is the successor of the ongoing existing portion of applicant's business to which the marks in the above identified trademark applications pertain and is desirous of obtaining said trademarks and the pending intent to use applications therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, William Davis, MD, SC, does hereby assign to Wheat Belly Ventures LLC, all right, title, and interest in and to the Trademark Application Serial Nos. 85/890,299 and 85/890,308, together with the goodwill of the business symbolized thereby.

WILLIAM DAVIS, MD, SC

By: _____



Name: _____

WILLIAM DAVIS MD, SC

Title: _____

PRESIDENT

Date: _____

4/16/13